

ABSTRACT

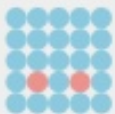
This study is conducted to understand the consumer perception on cigarettes produced by P.T. BAT Indonesia, which includes Dunhill, Lucky Strike, Pall Mall and Ardath. Questioners were collected from respondents who consumed the cigarettes mention above, and also from consumers who smoke different brands produced by competitor companies. Data analyses was performed using Fishben Method to know the consumers behavior/perception to the cigarette attributes, while to perceptual map the company's relative position compare to its competitors, the Biplot Method was used.

The results show that the most important cigarette attributes are taste and easy to find. And in general, consumers are satisfied with P.T. BAT cigarettes. Based on this consumers perception to P.T. BAT products, enhancements on the cigarette attributes are essential in order to compete with other cigarettes company, such as P.T. Phillips Morris or P.T. Gudang Garam. In order to win the market, the company need to establish the brand equity of each product by promotion, in both with above and below the line. Establishing the positioning statement of its products will gain the consumers awareness and loyalty. The company also need to expand its distribution channels by using distributors who able to reach places where consumers most buy for cigarretes, i.e. warung and minimarkets. Product development need to be revisited by conducting research on consumers preference to cigarrete attributes.



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